Black Women Will Annual Impact Report

Black Women Will...

THANK ME LATER
I GOT MY WILL DONE AT Black Women Will
I UNDERSTOOD THE ASSIGNMENT
BWW Homecoming 2023

Annual Letter From

Jini Thornton

Executive Director

Your story matters

Hey there!

I never imagined that Black Women Will would grow as quickly as it has when my team hosted our first event in 2021. During the pandemic, we put the event together in three weeks. We completed 25 wills in the parking lot at Impact Church, and helped transfer about $8M+ worth of assets.

I'm so proud that we've tripled our reach in less than three years!

As we were gearing up for our third annual event, I realized just how massive this problem is!

We are amidst a national crisis that isn't getting enough attention.

There is such a big focus on entrepreneurship and building wealth – I love it, don't get me wrong! As the CEO and founder of an accounting firm serving clients in the entertainment industry, I know first-hand the power of owning your own business.

However, we're working so hard to accumulate new wealth that we aren't paying attention to what our family owns, even if it's just grandma's house.

Families are losing their wealth silently at alarming rates because they don't have an estate plan, especially in the Black community.

There's data to back this up: Over the next 25 years, an **estimated $68 trillion will be transferred from U.S. households to heirs and charities**. Black Americans are missing out on the largest wealth transfer in history by not having an estate plan. – NBC News

No wonder why we can't catch up or get ahead!

We need a plan in place to pass our wealth from one generation to the next. Yes, I'm talking about financial wealth, but also mental wealth. Peace of mind is priceless, and the only way you can give your family peace is if you establish financial order.

I'm ready to roll up my sleeves and create more solutions to help solve this silent crisis that we are in! From unpacking heirs property issues to helping people organize their personal information – we are taking legacy planning to the next level in 2024.

I'm honored to do this work and I hope you join this mission to impact Black families for generations through Black Women Will.

Best,
Jini

Transferring Black wealth and peace of mind for generations through legacy planning

SEE WHAT WE'VE DONE

By The Numbers

At A Glance

(2021–2023)

DISCOVER MORE

$108,000,000+

Worth of assets with a plan to transfer (including real estate, bank accounts, investment accounts, etc.)

296

Wills and Healthcare Directives Completed

500,000+

Impressions On Estate Planning Educational Content

(via radio, social media, and our private community)

∞

Countless conversations about estate planning amongst our community and their families

2023 Impact

185

Wills and Healthcare Directives Completed

$70M+

Worth of assets with a plan to transfer (including real estate, bank accounts, investment accounts, etc.)

200

members of our overall community introduced to planned giving and life insurance to expand the conversation around estate planning

Who We Served

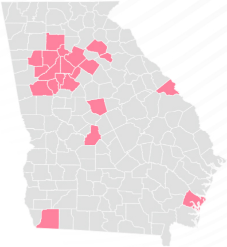
At BWW '23 Homecoming

Here are some of the women in the BWW Class of 2023

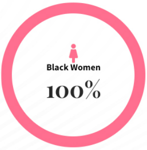
By The Counties

Although most of the BWW Class of 2023 (aka the cohort) came from metro Atlanta, Black Women Will is making an impact in other cities in Georgia!

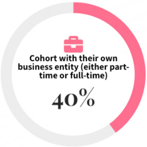
Women traveled as far as **260 miles (from Glenn County, GA)** to be a part of Black Women Will '23!



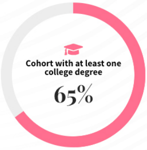
Race & Gender



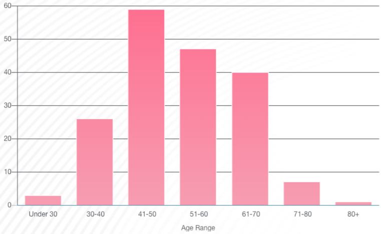
Entrepreneurs / Business Owners



Education

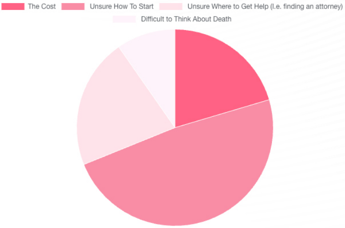


Age Range



Barriers

We asked our cohort what were the barriers that kept them from completing their wills up until now… Here's what they said:



8

Veterans

We are lucky and privileged to serve Veterans at Black Women Will Homecoming each year.

IMPACT CHURCH

25

Impacters

25 women came from Impact Church, where we've hosted BWW for the third year in a row!

THE GATHERING SPOT

12

The Gathering Spot

12 women came from The Gathering Spot, a private-membership club rooted in community & culture.

22

My Sister's Keeper

22 referrals for this year's cohort came from previous BWW participants.

THANK ME LATER
I GOT MY WILL DONE AT Black Women Will
If There's A Will, There's A Way
Black Women Will
BWW Homecoming 2023

> “
>
> We had an amazing time at Black Women Will! It was important for us to have this experience together because as friends, we make sure we stay on top of each other when it comes to growth (personal, professional, financial & spiritual). We are so grateful for the opportunity to complete our will and healthcare directive for free at this event.
>
> -Niketta & Maisha, BWW Class of 2023

Who Served With Us

Black Women Will wouldn't be possible without the help from our partner organizations, attorney volunteers, paralegals and notaries. It truly is a team effort!

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Partner Organizations

The following organizations partner to bring Black Women Will to life every year. We started planning for Black Women Will '23 in November 2022 after our second annual event!

Here's an overview of how each partner organization contributes to make Black Women Will a success!

THANK ME LATER

Thank Me Later's mission is to transform the lives of Black families through financial literacy and legacy planning… starting with Black women

Responsibilities

- Event visionary and host
- Event logistics
- Recruiting and selecting the cohort of women who will complete wills
- Attorney and paralegal recruiting
- Volunteer recruiting
- Marketing

THANK ME LATER

Atlanta Legal Aid's mission is to help low-income people meet basic needs, removing barriers to justice through civil legal assistance.

Responsibilities

- Attorney recruiting
- Pre-review wills using software that helps prepare 80% of wills before the event
- Attorney training to complete wills
- Attorney lead day of event

Judge Kenya Johnson and her team at the Fulton County Probate Court's mission is to make life-improving probate services more accessible to citizens in need and to educate communities about estate planning and inter-generational wealth.

Responsibilities

- Attorney recruiting
- Thought leadership for the estate planning process
- Recruiting and selecting seniors and communities that have been impacted by gentrification

The GABWA Foundation's mission is to provide services to the community that further the interests of women and children throughout Georgia and that increase the representation of Black women in the legal profession.

Responsibilities

- Attorney recruiting
- Attorney lead day of event

The Georgia Association of Paralegals' mission is to advance the paralegal profession and the expertise of its members through: networking, continuing education opportunities and strong relationships with business partners.

Responsibilities

- Paralegal and notary recruiting
- Paralegal lead day of event
- Creating processes to improve the workflow of completing the wills and healthcare directives

Meet The Black Women Will Executive Team

Bottom row (left to right): Teyonna, Olivia, Cari, Jiniah, Courtney & Judge Ashley Palmer. Top row (left to right): Lauren, Judge Kenya Johnson, Jini, Sarah & Dr. Bryant.

1,000+ Hours

Time Spent On *Meetings*

3,000+ Hours

Time Spent On *Emails*

500+ Hours

Time Spent On *Planning*

Estimated time spent from November '22 – November '23

> “
>
> I've never seen a wills clinic quite like Black Women Will. The subject matter can be daunting, stressful, and even sad, but this event is celebratory and uplifting. Clients leave with their completed paperwork feeling accomplished and inspired, and volunteers leave feeling the same. Atlanta Legal Aid Society is happy to be a part of such a meaningful clinic, and we appreciate how the project partners come together to make it a success.
>
> -Cari King, Director of Pro Bono at Atlanta Legal Aid Society

THANK ME LATER
Cari
Black Women Will

125+

of Attorney Volunteers

From 80+ other law firms, in-house companies and legal organizations.

Do you need help?
ASK ME!
I'm an Estate Attorney!!!

30+

of Paralegals, Notaries & Law Student Volunteers

WELCOME!
TTORNEYS
CK IN HERE!

90+

of General Volunteers

Our general volunteers helped in areas such as marketing, witnessing, greeting, printing, food and more.

Special thank you to the law firms and legal organizations that helped us recruit attorneys!

Our Educational Impact

We know we can only prepare **a set number of wills** at the Black Women Will Homecoming event.

That's why we create **evergreen educational content** that walks people through the step-by-step process so they can take immediate action.

Access the educational resources mentioned below at ***blackwomenwill.com/education*** .

THE ROADMAP

The Roadmap To Complete Your Will Session

We broke down where to start and strategies to reach the finish line during this virtual workshop. **More than 150 women** attended and one of them received a live coaching session to address their particular pain points.

THE PLAYBOOK
Black Women Will
ESTATE PLANNING PLAYBOOK
A GUIDE TO SHIFT YOUR MINDSET AROUND ESTATE PLANNING AND EMPOWER YOU TO GET ORGANIZED AND TAKE ACTION

Black Women Will Estate Planning Playbook

We created a free ebook with 15+ pages of mindfulness exercises, journal prompts, and worksheets to help readers shift their mindset around estate planning, get organized and take action! To date, this ebook has been downloaded **more than 1,500 times**!

THE WORKSHOP
2

Caring For The Future: Estate Planning & Beyond

We hosted a workshop with the **Faith@Work Employee Resource Group at AT&T** to share tools for them to complete their estate plan, and help broaden their perspective of what it means to leave a legacy. Additional topics include creating a list of important people and documents, and creating a legacy contact on a cell phone.

> “
>
> Jini did a great job facilitating this session to the Faith@Work Employee Resource Group at AT&T! It was an insightful presentation that engaged our team and gave us actionable next steps so we can prepare for our future. I would strongly recommend other companies to partner with Jini to speak to their team – she truly has a gift for breaking down even the most complex topics, like estate planning, and making sure people know what to do next.
>
> -Jerrell McNeal, Principal Project Program Manager at AT&T and Chief Program Officer of the Faith@Work Employee Resource Group

Our Reach Beyond BWW

Social Media

50,000+

combined social media followers on @jinithornton, @tmlmoney and @blackwomenwill

Radio

5,000,000

listeners reached weekly on radio in 100+ markets (Rickey Smiley Morning Show, The Wilie Moore Jr. Show, Get Up Mornings With Erica Campbell)

TML Community

2,500+

members in our free private community

Email

8,000+

email subscribers

Black Women Will in the Media

21NINETY

"Why Black Women Need to Prioritize Estate Planning, Wills"

September 2023

yahoo!news

"Why Black Women Need to Prioritize Estate Planning, Wills"

September 2023

THANK ME LATER
Black Women Will...

> The work that we're doing with Black Women Will is so aligned with my personal life. My mother passed away in March 2023, and prior to her death, she listed me in charge of her healthcare directive. Although I was so devastated that she was transitioning, I had some level of peace knowing that Black Women Will prepared me for this moment.
>
> -Teyonna Ridgeway, Marketing Director at Thank Me Later

Vision for 2024

Prepare 250 wills and healthcare directives: Help Black female homeowners in Georgia prepare to **transfer $87M+ worth of assets**.

Franchise Black Women Will: Expand our reach **beyond Georgia** to impact other states.

Launch the Black Women Will Legacy Scholarship: Award **three $2,500 scholarships** to women who need assistance paying for their estate attorney fees and moral support.

Community Impact: Host **two live workshops** about how to complete your healthcare directive and power of attorney.

Ongoing Estate Planning Education: Launch a marketing campaign centered around a will being **more than just a legal document**. Campaign will include radio, social media, workshops and more so we can make an impact all year long.

Raise awareness about adjacent topics: Execute an **intentional media strategy** to educate communities on heirs property issues.

Our Sponsors

WE COULDN'T DO IT WITHOUT YOU

> I was blown away by Black Women Will! Not only by the efficient process to complete hundreds of wills in one day, but the intentional experience created for everyone involved. I'm proud that the American Cancer Society invested in this initiative – I know we are helping to truly make a difference.
>
> -Kimberly Jackson, Executive Vice President at American Cancer Society

Kimberly Jackson pictured on the left

The Ludacris Foundation
Morgan Stanley
J.P.Morgan
City National Bank An RBC Company
Aprio Passionate for what's next
Bank of America
American Cancer Society
Cisco
State Farm
Paychex
Carter + Woodard
Lecrae
Kaleidoscope Hair Products
Lorvae
bootkeeper The Future of Bookkeeping
Murray Brothers Funeral Home Cascade Chapel
Dynamic Quest
Chick-fil-A
Tenderfoot
Catch Me Up Accounting

Help Us Impact Black Families For Generations By Donating To Black Women Will!

Every dollar makes a difference & will be used to help Black women complete their estate plans.

DONATE

For All Inquiries (Sponsorship, Partnership, Media, General, Etc.): hi@thankmelater.money